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PTO/SB/05 (08-03)  
Approved for use through 07/31/2006. OMB 0651-0032  
U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

|  |                        |                          |
|--|------------------------|--------------------------|
| <b>UTILITY<br/>PATENT APPLICATION<br/>TRANSMITTAL</b><br><br>(Only for new nonprovisional applications under 37 CFR 1.53(b)) | Attorney Docket No.    | 34294/3                  |
|  | First Inventor         | Babak Damaghi            |
|  | Title                  | ENHANCED METHOD OF RADIO |
|  | Express Mail Label No. | EV 330817958 US          |

22386 U.S. PTO  
10/662700  
09/15/03

|   |   |
|---|---|
| <b>APPLICATION ELEMENTS</b><br>See MPEP chapter 600 concerning utility patent application contents. | <b>ADDRESS TO:</b><br>Mail Stop Patent Application<br>Commissioner for Patents<br>P.O. Box 1450<br>Alexandria VA 22313-1450 |
|---|---|

1. ☒ Fee Transmittal Form (e.g., PTO/SB/17)  
(Submit an original and a duplicate for fee processing)
2. ☒ Applicant claims small entity status.  
See 37 CFR 1.27.
3. ☒ Specification [Total Pages 14]  
(preferred arrangement set forth below)
  - Descriptive title of the invention
  - Cross Reference to Related Applications
  - Statement Regarding Fed sponsored R & D
  - Reference to sequence listing, a table, or a computer program listing appendix
  - Background of the Invention
  - Brief Summary of the Invention
  - Brief Description of the Drawings (if filed)
  - Detailed Description
  - Claim(s)
  - Abstract of the Disclosure
4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets 3]
5. Oath or Declaration [Total Sheets       ]
  - a. ☒ Newly executed (original or copy)
  - b. ☐ Copy from a prior application (37 CFR 1.63(d))  
(for continuation/divisional with Box 18 completed)
    - i. ☐ **DELETION OF INVENTOR(S)**  
Signed statement attached deleting inventor(s)  
name in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
6. ☐ Application Data Sheet. See 37 CFR 1.76

7. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission  
(if applicable, all necessary)
  - a. ☐ Computer Readable Form (CRF)
  - b. Specification Sequence Listing on:
    - i. ☐ CD-ROM or CD-R (2 copies); or
    - ii. ☐ Paper
  - c. ☐ Statements verifying identity of above copies

#### ACCOMPANYING APPLICATION PARTS

9. ☒ Assignment Papers (cover sheet & document(s))
10. ☐ 37 CFR 3.73(b) Statement (when there is an assignee) ☒ Power of Attorney
11. ☐ English Translation Document (if applicable)
12. ☐ Information Disclosure Statement (IDS)/PTO-1449 ☐ Copies of IDS Citations
13. ☐ Preliminary Amendment
14. ☒ Return Receipt Postcard (MPEP 503)  
(Should be specifically itemized)
15. ☐ Certified Copy of Priority Document(s)  
(if foreign priority is claimed)
16. ☐ Nonpublication Request under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.
17. ☐ Other: .....

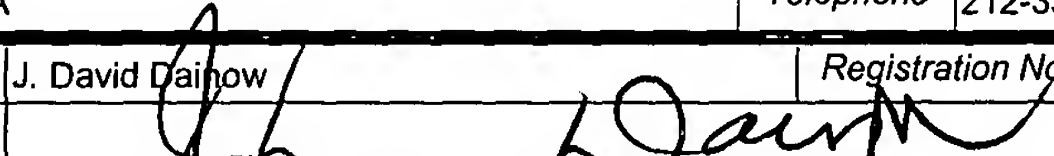
18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: .....

Prior application information: Examiner \_\_\_\_\_ Art Unit: \_\_\_\_\_  
For CONTINUATION OF DIVISIONAL APPS only; The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

#### 19. CORRESPONDENCE ADDRESS

☐ Customer Number: \_\_\_\_\_ OR ☒ Correspondence address below

|                   |  |                                   |              |          |                    |
|-------------------|--|-----------------------------------|--------------|----------|--------------------|
| Name              | J. David Dainow  |                                   |              |          |                    |
| Address           | Amster, Rothstein & Ebenstein LLP  |                                   |              |          |                    |
|                   | 90 Park Avenue   |                                   |              |          |                    |
| City              | New York   | State                             | NY           | Zip Code | 10016              |
| Country           | USA  | Telephone                         | 212-336-8000 | Fax      | 212-336-8001       |
| Name (Print/Type) | J. David Dainow  | Registration No. (Attorney/Agent) | 22,959       |          |                    |
| Signature         |  |                                   |              | Date     | September 15, 2003 |

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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09/15/03  
02527 U.S. PTO

PTO/SB/17 (08-03)

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# FEE TRANSMITTAL for FY 2003

Effective 01/01/2003. Patent fees are subject to annual revision.

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 541.00

## Complete if Known

|                      |                  |
|----------------------|------------------|
| Application Number   | Not yet assigned |
| Filing Date          | Herewith         |
| First Named Inventor | Babak Damaghi    |
| Examiner Name        | Not yet assigned |
| Art Unit             | Not yet assigned |
| Attorney Docket No.  | 34294/3          |

## METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☐ Deposit Account:

Deposit Account Number  
Deposit Account Name

01-1785

Amster, Rothstein & Ebens

The Director is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Credit any overpayments  
☐ Charge any additional fee(s) during the pendency of this application  
☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.

## FEE CALCULATION

### 1. BASIC FILING FEE

| Large Entity |          | Small Entity |          | Fee Description        | Fee Paid |
|--------------|----------|--------------|----------|------------------------|----------|
| Fee Code     | Fee (\$) | Fee Code     | Fee (\$) |                        |          |
| 1001         | 750      | 2001         | 375      | Utility filing fee     | 375      |
| 1002         | 330      | 2002         | 165      | Design filing fee      |          |
| 1003         | 520      | 2003         | 260      | Plant filing fee       |          |
| 1004         | 750      | 2004         | 375      | Reissue filing fee     |          |
| 1005         | 160      | 2005         | 80       | Provisional filing fee |          |
| SUBTOTAL (1) |          |              |          |                        | (\$ 375  |

### 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims 18 -20\*\* =    X    =     
Independent Claims 6 -3\*\* = 3 X 42 = 126  
Multiple Dependent    X    =   

| Large Entity |          | Small Entity |          | Fee Description  | Fee Paid |
|--------------|----------|--------------|----------|--|----------|
| Fee Code     | Fee (\$) | Fee Code     | Fee (\$) |  |          |
| 1202         | 18       | 2202         | 9        | Claims in excess of 20                                     |          |
| 1201         | 84       | 2201         | 42       | Independent claims in excess of 3                          |          |
| 1203         | 280      | 2203         | 140      | Multiple dependent claim, if not paid                      |          |
| 1204         | 84       | 2204         | 42       | ** Reissue independent claims over original patent         |          |
| 1205         | 18       | 2205         | 9        | ** Reissue claims in excess of 20 and over original patent |          |
| SUBTOTAL (2) |          |              |          |  | (\$ 501  |

\*\*or number previously paid, if greater; For Reissues, see above

## FEE CALCULATION (continued)

### 3. ADDITIONAL FEES

| Large Entity |          | Small Entity |          | Fee Description  | Fee Paid |
|--------------|----------|--------------|----------|--|----------|
| Fee Code     | Fee (\$) | Fee Code     | Fee (\$) |  |          |
| 1051         | 130      | 2051         | 65       | Surcharge - late filing fee or oath  |          |
| 1052         | 50       | 2052         | 25       | Surcharge - late provisional filing fee or cover sheet                     |          |
| 1053         | 130      | 1053         | 130      | Non-English specification  |          |
| 1812         | 2,520    | 1812         | 2,520    | For filing a request for <i>ex parte</i> reexamination                     |          |
| 1804         | 920*     | 1804         | 920*     | Requesting publication of SIR prior to Examiner action                     |          |
| 1805         | 1,840*   | 1805         | 1,840*   | Requesting publication of SIR after Examiner action                        |          |
| 1251         | 110      | 2251         | 55       | Extension for reply within first month                                     |          |
| 1252         | 410      | 2252         | 205      | Extension for reply within second month                                    |          |
| 1253         | 930      | 2253         | 465      | Extension for reply within third month                                     |          |
| 1254         | 1,450    | 2254         | 725      | Extension for reply within fourth month                                    |          |
| 1255         | 1,970    | 2255         | 985      | Extension for reply within fifth month                                     |          |
| 1401         | 320      | 2401         | 160      | Notice of Appeal   |          |
| 1402         | 320      | 2402         | 160      | Filing a brief in support of an appeal                                     |          |
| 1403         | 280      | 2403         | 140      | Request for oral hearing   |          |
| 1451         | 1,510    | 1451         | 1,510    | Petition to institute a public use proceeding                              |          |
| 1452         | 110      | 2452         | 55       | Petition to revive - unavoidable   |          |
| 1453         | 1,300    | 2453         | 650      | Petition to revive - unintentional   |          |
| 1501         | 1,300    | 2501         | 650      | Utility issue fee (or reissue)   |          |
| 1502         | 470      | 2502         | 235      | Design issue fee   |          |
| 1503         | 630      | 2503         | 315      | Plant issue fee  |          |
| 1460         | 130      | 1460         | 130      | Petitions to the Commissioner  |          |
| 1807         | 50       | 1807         | 50       | Processing fee under 37 CFR 1.17(q)  |          |
| 1806         | 180      | 1806         | 180      | Submission of Information Disclosure Stmt                                  |          |
| 8021         | 40       | 8021         | 40       | Recording each patent assignment per property (times number of properties) | 40       |
| 1809         | 750      | 2809         | 375      | Filing a submission after final rejection (37 CFR 1.129(a))                |          |
| 1810         | 750      | 2810         | 375      | For each additional invention to be examined (37 CFR 1.129(b))             |          |
| 1801         | 750      | 2801         | 375      | Request for Continued Examination (RCE)                                    |          |
| 1802         | 900      | 1802         | 900      | Request for expedited examination of a design application                  |          |

Other fee (specify) \_\_\_\_\_

\*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$)

## SUBMITTED BY

(Complete if applicable)

|                   |                 |                                   |                    |           |              |
|-------------------|-----------------|-----------------------------------|--------------------|-----------|--------------|
| Name (Print/Type) | J. David Dainow | Registration No. (Attorney/Agent) | 22,959             | Telephone | 212-336-8000 |
| Signature         |                 | Date                              | September 15, 2003 |           |              |

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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# AMSTER, ROTHSTEIN & EBENSTEIN

MORTON AMSTER  
JESSE ROTHSTEIN (1934-2003)  
DANIEL S. EBENSTEIN  
PHILIP H. GOTTFRIED  
MICHAEL J. BERGER  
NEIL M. ZIPKIN  
ANTHONY F. LO CICERO  
KENNETH P. GEORGE  
ABRAHAM KASDAN, PH.D.  
IRA E. SILFIN  
CHESTER ROTHSTEIN  
CRAIG J. ARNOLD

## SENIOR COUNSEL

CHARLES R. MACEDO  
MARK J. ROSENBERG  
KENNETH M. BERNSTEIN

OF COUNSEL  
JERRY D. DAINOW

ATTORNEYS AT LAW  
PATENTS • TRADEMARKS • COPYRIGHTS

90 PARK AVENUE  
NEW YORK, NEW YORK 10016

TELEPHONE: (212) 697-5995  
FACSIMILE: (212) 286-0854

NEAL L. ROSENBERG  
DENISE A. LINDENAUER  
NANCY M. DODDERIDGE  
PATRICK BOLAND\*  
TREBOR LLOYD  
JOSEPH M. CASINO  
JOHN S. ECONOMOU  
MICHAEL V. SOLOMITA  
HOLLY PEKOWSKY  
MICHAEL P. KENNEY  
MARION P. METELSKI\*  
MAX VERN  
DANA R. METES  
KARL J. KOLBINGER

BRIAN A. COMACK  
RICHARD S. MANDARO  
NATALIE BOGDANOS  
MARC J. JASON  
ELIE H. GENDLOFF, PH.D.\*  
DAVID MITNICK  
CHARLES W. RATH  
BERNARD MAISTER, M.D.\*  
DAVID A. BOAG  
KAREN J. BERNSTEIN  
MATTHIEU HAUSIG  
JUNG HAHM  
REIKO KAJI  
ALAN MILLER, PH.D.

\*NOT ADMITTED IN NEW YORK

September 15, 2003

via EXPRESS MAIL

Mail Stop Patent Application  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Re: New U.S. Patent Application  
Title: ENHANCED METHOD OF RADIO AND  
TV ADVERTISING  
Inventor: Babak Damaghi  
Our File: 34294/3

Sir:

Enclosed herewith please find an application for Letters Patent in the name of Babak Damaghi, entitled ENHANCED METHOD OF RADIO AND TV ADVERTISING, comprising the following:

1. Specification - 8 pages
2. Claims - 5 pages (6 independent, 12 dependent)
3. Declaration
4. Power of Attorney
5. Assignment
6. Drawings - 3 sheets
7. Postcard receipt

Also enclosed is a check in the amount of \$501.00 to cover the basic filing fee and the assignment recording fee. If there is any discrepancy in the cost of filing,

Commissioner for Patents

-2-

September 15, 2003

please charge our Deposit Account No. 01-1785. A duplicate copy of this letter is enclosed.

Please forward the filing receipt in due course.

Respectfully submitted,

AMSTER, ROTHSTEIN & EBENSTEIN  
Attorneys for Applicant  
90 Park Avenue  
New York, New York 10016  
(212) 697-5995

Dated: New York, New York  
September 15, 2003

By: 

J. David Dainow

Registration No.: 22,959

Enclosures

cc: Assignment Branch